



**SOCIAL MOBILITY REFLECTED IN MARK ZUCKERBERG'S
CHARACTER IN *THE SOCIAL NETWORK* MOVIE**

A FINAL PROJECT

In Partial Fulfillment of the Requirement
For S-1 Degree in American Cultural Studies
In English Department, Faculty of Humanities
Diponegoro University

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**FACULTY OF HUMANITIES
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PRONOUNCEMENT

The writer states truthfully that this project is compiled by her without taking the results from other research in any university, in S-1, S-2, and S-3 degree and in diploma. In addition, the writer ascertains that she does not take the material from other publications or someone's work except for the references mentioned in bibliography.

Semarang, May 2018

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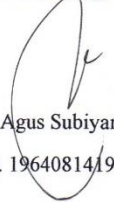
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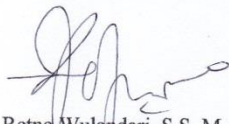
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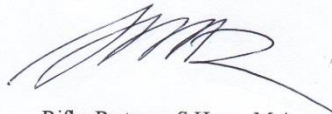
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MOTTO AND DEDICATION

Live as if you were to die tomorrow. Learn as if you were to live forever

(Mahatma Gandhi)

*No one saves us but ourselves. No one can and no one may. We ourselves must walk
the path*

(Buddha)

*This extended essay is dedicated
to my beloved family.*

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The writer realizes that this extended essay is still far from perfect. She, therefore, will be glad to receive any constructive criticism and recommendation to make this extended essay better. Finally, the writer expects that this extended essay will be useful for all the readers.

Semarang, May 2018

Lina Karlinda

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ABSTRAK

The Social Network merupakan sebuah film biografi tentang Mark Zuckerberg yang diadaptasi dari buku *The Accidental Billionaire* oleh Ben Mezrich. Film ini sendiri bercerita tentang mahasiswa dari Universitas Harvard, Mark Zuckerberg yang kemudian menciptakan sebuah media sosial bernama Facebook. Dalam penemuan dan pengembangan ide Facebook, Mark mengalami masalah dan konflik. Penulis akan fokus bagaimana Mark merepresentasikan mobilitas sosial dalam mengubah kelas sosialnya ke kelas sosial tertinggi. Penelitian ini menggunakan konsep mobilitas sosial oleh Henry L. Tischler dan sistem stratifikasi kelas oleh Rossides. Metode pengumpulan data yang digunakan adalah penelitian pustaka, sedangkan metode pendekatan menggunakan pendekatan sosiologi sastra dalam menganalisis karya sastra. Sementara itu, tujuan penelitian adalah untuk menunjukkan Mark sebagai representasi dari mobilitas sosial. Berdasarkan analisis sistem kelas stratifikasi sosial, Mark dapat diidentifikasi ke dalam kelas sosial middle-middle class, ketika ia menyatakan secara tidak langsung bahwa ia berusaha memiliki kehidupan yang baik dengan mencoba bergabung dalam kelompok eksklusif di Universitas Harvard. Middle-middle Class merupakan sebuah kelas sosial dengan orang-orang yang memiliki sedikit pengaruh sosial atau ekonomi yang bekerja keras demi perbaikan hidup yang lebih baik. Mark berhasil mengembangkan Facebook, semula dari ide yang dikembangkan dengan bantuan modal dari temannya, Eduardo Saverin. Mark meraih kesuksesan dengan berkembang pesatnya Facebook diiringi dengan nilai saham yang semakin tinggi, sehingga ia yang semula berada di kelas middle-middle class, berubah drastis dengan melakukan mobilitas sosial ke kelas yang lebih tinggi yakni upper class.

Kata kunci: middle-middle class, upper-class, mobilitas sosial, sistem stratifikasi sosial.

INTRODUCTION

1.1. Background of the Study

Movie as the media of literature can reflect human's life in some aspects, such as social, political, economic, cultural, etc. It can represent the real condition of social life in a society, such as social mobility. Social mobility does exist in society and it is a form of dynamism in social structure. Social mobility has a close relationship with the community, because the perpetrators of social mobility are the people who live in it.

Sorokin (1959:133) in his book *Social and Cultural Mobility* argues that social mobility is a shifting of an individual or a group in a social position in society. Social mobility can be in a form of upward or downward in social position of individual in a group or the whole group. Sorokin divides three social class stratification which are economic, political, and occupation stratification. It can be seen that social mobility is about transition of social classes or position.

The Social Network movie is an adaptation film of Ben Mezrich's book *The Accidental Billionaires*. It is one of the American *biopic* (or biographical motion picture) directed by David Fincher in 2010. It dramatizes the life of present figure, Mark Zuckerberg in creating the networking site, Facebook. When he is a student

of Harvard University, Mark Zuckerberg has an idea of creating a network site and develops it with his friend, Eduardo.

While dealing with starting the idea of Facebook, Mark faces barriers. The other students sue him for stealing idea of Facebook. Meanwhile, his best friend also sues Mark for the division of stocks. Mark starts the Facebook when the member is limited of Harvard University. Then, Mark starts to expand it outside campus.

The struggle of Mark Zuckerberg developing Facebook shows that he is trying to change his social position in society. It reflects social mobility. This essay will analyze social mobility represented by Mark Zuckerberg character in *The Social Network* movie using Tischler's concept of social mobility. To analyze the social mobility, the writer uses the social classes in the United States as quoted in Tischler's book to analyze Mark's social class. There are five types of social classes: upper class, upper-middle class, middle-middle class; lower-middle class, and lower class.

2

THEORETICAL FRAMEWORK

A social class consists of a category of people who share similar opportunities, similar economic and vocational positions, similar lifestyles, and similar attitudes and behaviors. A society that has several social classes and permits social mobility is based on a class system of stratification. (Tischler, 2010:175)

Social mobility relates to system class of stratification. It happens because there is a social class system in society. Social mobility can be analyzed from individual or group's movement through its social position. It is important to analyze individual or group's social class to analyze the existence of social mobility.

Tischler (2010:175) in *Introduction to Sociology* argues that social mobility is the movement of individual or group to the higher-level of social class stratification in society. Social mobility exists because a class of society appreciates an achievement and hardworking of individual or group in purpose of getting a better life to mobile from one social class to higher-level of social class (2010:174).

Based on Census Bureau as quoted by Tischler (2010,176), it is portrayed social classes stratification in the United States:

Table 1. Social classes in the United States

| Class | Occupation | Education | Children's Education |
|-------------|------------|-----------|-----------------------|
| Upper class | Corporate | Liberal | arts College and post |

| | | | |
|---------------------|--|--|--|
| | ownership; upper-echelon politics; honorific positions in government and the arts. | education at elite college school | |
| Upper—middle class | Professional and technical fields; managers; officials; proprietors | College and graduate training | College and graduate training |
| Middle-middle class | Clerical and sales positions; small business, semiprofessionals; farmers | High school; some college | Option of college |
| Lower-middle class | Skilled and semiskilled manual labor; craftspeople; foremen; nonfarm workers | Grade school; some or all of high school | High school'; vocational school |
| Lower class | Unskilled labor and service work; private house hold work and farm labor | Grade school | Little interest in education; high school dropouts |

Source: Adapted from statistical Abstract of the United States: 1981, U.S. Bureau of the Census, (Washington, DC: U.S Government Printing Office, 1981.)

Here are the social classes as quoted by Tischler (2010,176) that will be used to analyze Mark social class. There are five social classes:

1. Upper class consists of people who have great wealth, high lifestyles and prestige. In 1970, new entrepreneurs were recognized as Upper class. They have an influence on economic and political structures. They identically have groups of people who have their own private clubs, schools, and residential. But they do not show off their wealth.

2. Upper-middle class consists of people with high salary and proper job. They live in exclusive home with future plan.
3. Middle-middle class consists of people who were not able to achieve of high life-style because of economic or educational problem. They are known to struggle to improve their life's standard, luxuries and incomes.
4. Lower-middle class consists of people with little influence to political or economic structures, they even have little luxuries. They are identically with patriarchy with separate of gender roles. Many of them have not finished high school.
5. Lower-class consists of people with low education and skill. They identically have some problems, such as broken home, alcohol, crime, and illegitimacy.

3

RESEARCH METHOD

Methods of the study are divided into two, method of research and method of approach. Method of research applied is library research by using *The Social Network* movie as the material object or primary data. The writer finds some data that support the analysis and related to the topic of the research by reading sources from book, article, etc (Semi, 1993:8).

Moreover, the method of approach applies sociology of literature. According to X.J Kennedy and Dana Gioia (2007) on their book *Literature: An Introduction to Fiction, Poetry, and Drama*, it critiques the condition of society in many perspectives, especially in cultural, economic and political perspectives inside a literature. The writer uses Tischler's concept of social mobility by using social class stratification to analyze Mark's representation of social mobility.

4

DISCUSSION

4.1. Analysis of Mark Zuckerberg's Social Class

The analysis of social class will relate to the character's action and speech in the scenes of the movie. According to Tischler's concepts of social mobility (see page 6), it is important to analyze individual or group's social class to know the representation of social mobility. Here is the first proof:

MARK: "We're gonna need a little start-up cash to rent the servers and get it online."

EDUARDO: "So that was why."

EDUARDO'S LAWYER: "did he offer terms?"

EDUARDO: "Yes"

MARK: "We'll split it, 70/30. 70 for me, 30, for you for putting up the \$1,000 and for handling everything on the business end. You're CFO."

(The Social Network, 00:26:43- 00:28:20)



Picture 1
(The Social Network,
00:28:03)



Picture 2
(The Social Network,
00:27:56)



Picture 3
(The Social Network,
00:28:10)

It can be seen that Mark needs funds to start running his idea of Facebook, Mark has skill on computer, but he has no financial capital. He likes working together with Eduardo Saverin because he can provide and earn money as much as they need to start the idea of Facebook. It can be proof that Mark has skill but he does not have financial capital to build up Facebook, he still needs help of financial capital from his friend, Eduardo.

And then, the other proof that Mark does not have a financial capital, he depends on Eduardo's money:

MARK: "I need a dedicated Linux box running Apache with a My SQL back end. It's gonna cost a little more money."

EDUARDO: "how much more?"

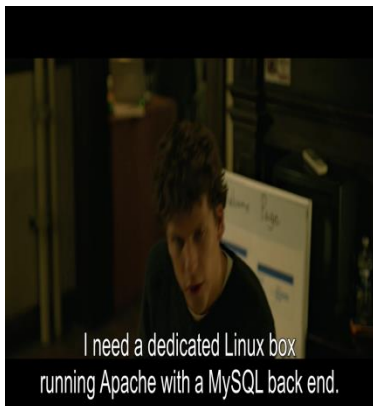
MARK: "About 200 more"

EDUARDO: "do we need it?"

MARK: "Gotta handle the traffic."

EDUARDO: "do it."

(*The Social Network* (2010), 00:31:40- 00:31:55)



Picture 4
(*The Social Network*,
00:31:40)



Picture 5
(*The Social Network*,
00:31:40)



Picture 6
(*The Social Network*,
00:31:40)

From the scenes above, it clearly can be seen that he has an economic problem in running his idea of Facebook. He is not from wealth family, because he has no financial capital starting Facebook. He needs the funds from Eduardo, his friends. When he needs money to develop Facebook, he just asks it to Eduardo. Without the money, he cannot get a better life after Facebook success. Almost all of the funds when Facebook firstly created are totally from Eduardo.

Beside Mark's economical problem in developing Facebook, he implicitly says that he want to get a better life by joining the exclusive club. It can be seen from the beginning of the movie, Mark talks to his girlfriend saying that he want to join the Porc Club or he called it with the Final Club, he argues that the club is the exclusive one in the Harvard University. If he gets in the club, he will meet people who would not normally to meet.

ERICA: "you're obsessed with finals clubs"

MARK: "I'm just saying I need to do something substantial in order to get the attention of the clubs"

ERICA: "Why?"

MARK: "Because they're exclusive. And fun, and they lead to a better life.

(The Social Network (2010), 00:22:39- 00:23:42)



Picture 7
(*The Social Network*,
00:03:29)



Picture 8
(*The Social Network*,
00:03:01)



Picture 9
(*The Social Network*,
00:03:04)

It can be seen clearly, Mark has desire to join the Porc, the Porcellian, one of the exclusive club in Harvard University. Mark implicitly expresses his feeling that he has not reached a better life. Meanwhile, Erica, his girlfriend, says that Mark is too obsessed with the Final club. The point is that Mark believes that the Porc or the Final club leads him to get a better life.

Mark is an ordinary people who has desire to come join the club, but he cannot yet. Then, he comes up with an idea of creating Facebook. He needs the capital from his friend, who has ability to earn money. According to the Rossides' social class stratification, Mark can be defined as Middle-Middle class (see page 5), who has to struggle to develop Facebook in getting better life.

4.2. Social Mobility Reflected by Mark Zuckerberg

According to the class system of stratification, Mark is defined as middle-middle class. Middle-middle class consists of people who are not able to achieve of high lifestyle because of economic or educational problems. They are known to struggle to improve their life's standard, luxuries and incomes.

Tischler states that social mobility exists because a class of society appreciates an achievement and hardworking individual or group in purpose of getting a better life to mobile from one social class to higher-level of social class (2010:174). Society appreciates an achievement and hardworking, it can be seen from Mark:

WINKLEVOSS' LAWYER: "Okay. No. You don't think I deserve your attention?"

MARK: "I think if your clients wanna sit on my shoulders and call themselves tall, they have a right to give it a try, but there's no requirement that I enjoy sitting here listening to people lie. You have part of my attention. To have the minimum amount. The rest of my attention is back at the offices of Facebook, where my colleagues and I are doing things that no one in this room, including and especially you clients are intellectually or creatively capable of doing. Did I adequately answer your condescending question?"

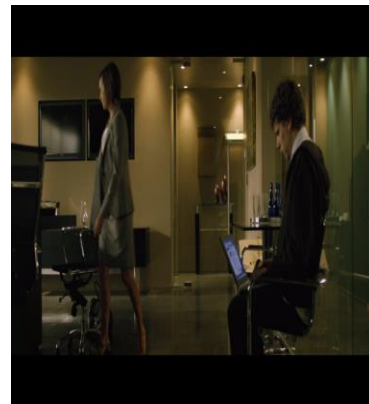
(The Social Network (2010), 00:49:34- 00:55:15)



Picture 10
(*The Social Network*,
00:50:14)



Picture 11
(*The Social Network*,
00:50:21)



Picture 12
(*The Social Network*,
00:55:04)

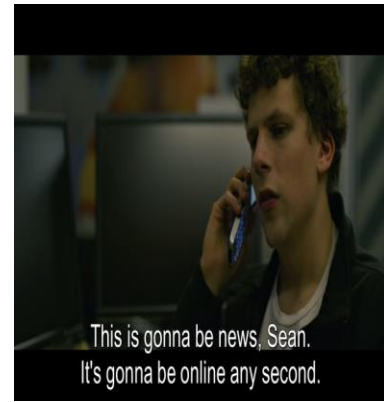
From the conversation between Mark and Winklevoss' lawyer, Mark seems not giving full attention in the court just to listen to people lie, but he prefers to give his full attention to the offices of Facebook. It can be seen that Mark can be classified a hard working person because he cares very much to Facebook. When in the court, especially in respite, he prefers to take his laptop on to keep an eye on Facebook. He focuses on how Facebook more expanding. He places minimum amount to the court, because he knows that they are not worth his full attention and time.



Picture 13
(*The Social Network*,
01:46:52)



Picture 14
(*The Social Network*,
01:47:15)



Picture 15
(*The Social Network*,
01:50:09)

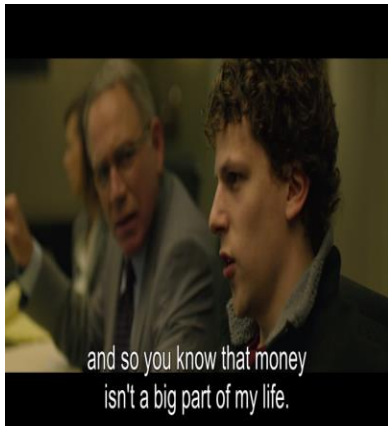
The other scenes showing Mark is a hard worker when Facebook reach 1 million of user. Sean, his co-worker, has an idea to make a great party celebrating 1 million users of Facebook users all over the world. It can be seen clearly that he prefers to work rather than joining the party with the interns and co-worker. Mark is not type of a person who will tend to have fun and ignore his job.

EDUARDO'S LAWYER: "Sy, if you'll let me continue with my line of questioning. What are you suggesting?"

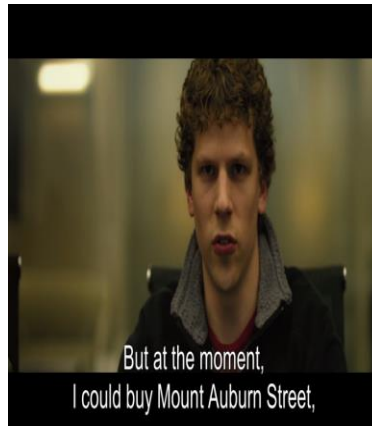
MARK: "that I was jealous of Eduardo for getting punched by the Phoenix and began a plan to screw him out of a company I hadn't even invented yet."

EDUARDO'S LAWYER: "were you?."

MARK: "jealous of Eduardo. Ma'am, I know you've done your homework and so you know that money isn't a big part of my life. But, at the moment, I could buy Mount Auburn Street, take the Phoenix Club and turn it into my ping-pong room."
(*The Social Network* (2010), 00:28:33- 00:28:55)



Picture 16
(*The Social Network*,
00:28:47)



Picture 17
(*The Social Network*,
00:28:49)



Picture 18
(*The Social Network*,
00:28:51)

Based on the conversation above, Mark directly says that he can buy Mount Auburn Street and turn Phoenix club room into his Ping Pong room. Mark realizes that currently he is a rich man. It is inversely related to the fact when he needs a financial capital to start his idea of Facebook. Mark needs Eduardo's financial capital support. It can be concluded that Mark Zuckerberg's character reflects the social mobility through his hard working to get a better life. It can be seen from his movement to change his social class or position through develop his idea of the social networking site and hard working to undertake his Facebook company.

After Facebook boomed, he is the CEO with great wealth valued 25 billion dollar. Based on the analysis of social classes, Mark is defined as middle-middle class. But now, his social class turns to the higher level of social class, upper class. Therefore, he can be identified as representation of social mobility.

According to system class of stratification, upper class consists of people who have great wealth, high lifestyles and prestige. They have influence to economic and political structures. They identically have their own group of people who have a private clubs, schools, and residential. But they do not show off their wealth. Mark already has it all, great wealth, high lifestyle, and prestige.

5

CONCLUSION

The analysis using Tischler concept of social mobility through Rossides system class of stratification in *The Social Network* successfully reveals Mark Zuckerberg as the representation of social mobility. According to Rossides theory of social class, Mark has been identified as middle-middle class, an individual or group whose has a problem in economic or education in struggling a better life. This class identically has a goal in the struggle of an individual or group of getting high economical and lifestyle.

The point is that Mark reflected social mobility through his hard work and achievement of developing his great idea of networking site and undertaking it to be the great networking site, Facebook, which has 500 millions of members in all over the world. Now, it is valued as 25 billion dollar. Facebook has changed Mark's social class.

Now, Mark Zuckerberg turns to be wealthy person with high prestige and lifestyle. He directly states that he even can buy Mount Auburn Street and make the Phoenix Club room, the exclusive Club he wanted the most, into his ping-pong room. Mark successfully changed his position of social class, from middle-middle class into upper class. Mark can be seen as the representation of social mobility

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